2012 BRAND GUIDE

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1.0 THE BRAND

With this document, you hold the blue print to the beating heart of FOX Sports. Melodramatic? Not in the slightest. Our graphic style, form and emotive device, is one of the most important elements of what makes Fox Sports Fox Sports.

We are made up of a number of key elements. Our announcers are all great story tellers, and do their homework like none other, and know the story behind the game; Impeccable direction and production; Old fashioned journalistic values, which means not focusing on being first, but focusing on being right; Emotive music choices, and the best graphics package in the world.

And show by show, production by production, the one overriding constant is our graphics package. It is crisp, concise, and designed to impart information effortlessly. And far more importantly, it, more than anything, creates our personality and establishes the emotive link with all our viewers.

It is the beating heart of Fox Sports. Use it well.

David Hill

FOX
SPORTS
TM

NFL
ON
FOX

FOX
COLLEGE
FOOTBALL

ON
FOX

NASCAR
ON
FOX

UFC
ON
FOX

FOX SPORTS MEDIA GROUP

CONFERENCE

2.0 BRAND VALUES

WE ARE FOX SPORTS • WE ARE FOX SPORTS • WE ARE FOX SPORTS
WE ARE
BOLD

WE ARE WORLDWIDE

WE ARE BIG EVENTS

WE ARE CLICHÉ BUSTING

WE ARE TRIBAL

WE ARE FOX SPORTS!

3.0 LOGO PHILOSOPHY

THE FOX SPORTS LOGO

In 2012, FOX SPORTS totally overhauled its logo system. The re-design captures the essence of the FOX brand with its bold use of the logotype and strong use of blue. We use this logo as a punctuation and signature to convey our message.

OUR LEGACY & HISTORY

The 2012 FOX SPORTS design capitalizes on the distinct Oval and Crosshairs form that has been a key characteristic of the logo since 1999. The current revision also celebrates FOX SPORTS' metallic legacy with a more modeled treatment even in its simplest form. Finally, special care has been given to enhance the legibility of "SPORTS" even at small sizes.

1993

1999

2001

2012

OUR **EVOLUTION**

FOX SPORTS has evolved the character of its brand with the introduction of the new logo. The logo maintains the Oval and Crosshairs of the previous generation but is now constructed with a more sport-centric framework. The typography is now unified with the rest of FOX SPORTS' identity. Its USCORE typeface offers 30% taller letterforms and 30% to 170% larger counterforms, making it easier to read at smaller sizes. The colors have been modified to be bolder and stronger.

2001

2012

APPLICATION **PHILOSOPHY**

In contrast to our previous logo systems, the 2012 logo is designed to work over both light and dark backgrounds without an inverted solution. The net effect of the design is a cohesive brand presence no matter what the application. Utilize one and two color logos only when technical restraints warrant their use.

FULL COLOR VECTOR

TWO TONE

ONE COLOR

BLACK + WHITE

Embroidery (Example)

Press Conference (Example)

Remote Production (Example)

On-Air Animation (Example)

4.0 LOGO USAGE

THE **ON-AIR** LOGO

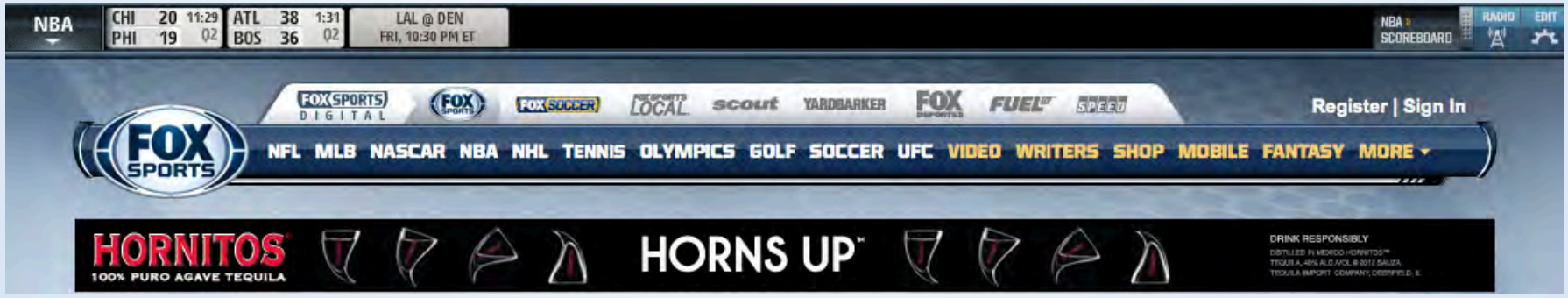
The 3D On-Air Logo should be used for all on-air animations including IDs, Game Packages and Promos.

(Refer to the official FOX SPORTS logo kit for all approved versions of the logo.)

Graphic ID_01 (Example)

Graphic ID_02 (Example)

Website Header (Example)



Print Logo (Hi-Res bitmap version)

Print Logo (Vector version)

THE **PRINT** LOGO

The Full Color Logo should be considered the primary mark to be used in all off-air applications (Advertising, Billboards, Digital Ads, Stationery, etc.) The preferred choice should always be to use the bitmapped (PSD) version. In situations where a vector file is needed, the vector version can be used as a substitute.

(Refer to the official FOX SPORTS logo kit for all approved versions of the logo.)

(Example of Off-Air Logo Usage)

THE **TWO TONE** LOGO

The Two Tone Logo should be considered the primary mark to be used when there are printing limitations (Embroidery, Screen Printing, Signage etc.)

(Refer to the official FOX SPORTS logo kit for all approved versions of the logo.)

(Example)

FOX
SPORTS
FOX
SPORTS

FOX
SPORTS

FOX
SPORTS

OILERS
FOX
SPORTS

THE **REGIONAL** LOGOS

The FOX SPORTS NET Regional Logos relate directly back to the FOX SPORTS logo.

(Refer to the official FOX SPORTS NET Regional logo kit for all approved versions of the logos.)

(Example of Regional logo usage)

5.0 BUG SYSTEMS

National BUG

The FOX SPORTS Bug has been created to enhance readability at small sizes.

Regional BUG (FOX SPORTS Wisconsin)

The FOX SPORTS Bug has been created to enhance readability at small sizes.

6.0 LOGO GUIDELINES

FOX BLUE DARK

PMS 296

FOR PRINT USE
CMYK: **C=100 M=46 Y=0 K=70**

FOR DIGITAL DISPLAY USE
RGB: **R=0 G=46 B=86**

FOR WEB USE
HEX CODE: **#002E56**

LIGHT GREY

PMS 296
OPACITY 30%

FOR PRINT USE
CMYK: **C=100 M=46 Y=0 K=70**
@ 30% OPACITY OVER WHITE

FOR DIGITAL DISPLAY USE
RGB: **R=143 G=165 B=192**

FOR WEB USE
HEX CODE: **#8FA5C0**

DARK GREY

PMS 296
OPACITY 50%

FOR PRINT USE
CMYK: **C=100 M=46 Y=0 K=70**
@ 50% OPACITY OVER WHITE

FOR DIGITAL DISPLAY USE
RGB: **R=89 G=123 B=158**

FOR WEB USE
HEX CODE: **#597B9E**

CORRECT COLOR USE

Use background and logo combinations which ensure an acceptable amount of contrast and separation.

Use only color values provided in Brand Identity Guidelines.

Utilize one and two color logos when technical restraints warrant their use.

INCORRECT COLOR USE

Avoid color combinations that don't provide appropriate amount of contrast that could degrade legibility.

Avoid applying colors to the logo that are not approved color values.

Avoid changing the established color hierarchy to the logo or creating color combinations that are not approved values.

Avoid using the one color logo over black (too similar to the old FOX SPORTS look.)

INCORRECT CONFIGURATIONS

1. DO NOT DISTORT THE LOGO
2. DO NOT ROTATE THE LOGO
3. DO NOT OMIT PORTIONS OF THE LOGO
4. DO NOT ADD OR REPLACE TYPE
5. DO NOT SKEW THE LOGO
6. DO NOT OBSTRUCT THE LOGO
7. DO NOT RECONFIGURE THE LOGO COLORS
8. DO NOT USE TRANSPARENT LOGOS
9. DO NOT ADD A DROP SHADOW

6.0 LOGO SPACING

TO BE APPLIED TO THE ENTIRE FAMILY OF FOX SPORTS LOGOS

Maintain appropriate white space around logo when pairing up with other logos and objects or when used next to, or surrounded by, blocks of text.

X = FOX

6.0 SCALE LIMITATIONS

TO BE APPLIED TO THE ENTIRE FAMILY OF FOX SPORTS LOGOS

TO BE APPLIED TO FULL FAMILY OF LOGOS :

The FOX SPORTS logo holds up very well at smaller sizes, however, taglines or other text may become illegible. Use caution when scaling down any of the logos in the FOX SPORTS logo family.

Off-air: When smaller sizes are a necessity the two color and one color logo should be considered.

On-air: The 3D On-Air Logo should never be smaller than 65x37 pixels.

FULL COLOR LOGO

MINIMUM SIZE
.625" X .375"

TWO COLOR LOGO

MINIMUM SIZE
.5" X .31"

ONE COLOR LOGO

MINIMUM SIZE
.5" X .31"

3D ON-AIR LOGO

MINIMUM SIZE
65 X 37 PIXELS

Suggested tagline font UScoreRGK.

FOX BLUE

WHITE

7.0 TYPOGRAPHY

PRIMARY TYPEFACE

USCORE

USAGE NOTES:

This is the primary font family for FOX SPORTS. It is used for title, headers...

ALTERNATE TYPEFACE

USERIF

USAGE NOTES:

This is to be used as an alternative to USCORE in specific cases like College Football and Big Ten....

SECONDARY TYPEFACE

SYSTEXT

USAGE NOTES:

This is the secondary font family for FOX SPORTS. It is used for clocks and stats....

USCORE

The USCORE FONT SYSTEM is the primary font family. USCORE should be used for on-air animation and insert production including IDs, Game Packages, and Promos. USCORE is primarily used as a titling or headline font. USCORE SET is a monospaced number variant of USCORE SEK. It should be used in all clock or animated counting situations to prevent characters from shifting as the numbers change.

USCORE RGD
USCORE RGH
USCORE RGK

USCORE SED
USCORE SEH
USCORE SEK

USCORE SCH
USCORE SCK

USCORE SET

ON-AIR EXAMPLES

USCORE

USCORE RGD REGULAR BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*() -_–

Special Characters	©	⅓	½	⅔	VS	ST	RD	ND	TH	°	S	AT	A	C	E	i
ASCII Code: Alt +	0169	0188	0189	0190	0223	0162	0163	0167	0182	0176	0170	0229				
Mac Keystroke: Option +	g				s	4	3	6	7	k	9	a	f	c	h	

USCORE RGH REGULAR HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*() -_–

Special Characters	©	⅓	½	⅔	VS	ST	RD	ND	TH	°	S	AT	A	C	E	i
ASCII Code: Alt +	0169	0188	0189	0190	0223	0162	0163	0167	0182	0176	0170	0229				
Mac Keystroke: Option +	g				s	4	3	6	7	k	9	a	f	c	h	

USCORE RGK REGULAR BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*() -_–

Special Characters	©	⅓	½	⅔	VS	ST	RD	ND	TH	°	S	AT	A	C	E	i
ASCII Code: Alt +	0169	0188	0189	0190	0223	0162	0163	0167	0182	0176	0170	0229				
Mac Keystroke: Option +	g				s	4	3	6	7	k	9	a	f	c	h	

USCORE

USCORE SED SEMI EXTENDED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*() -_–

Special Characters	©	⅓	½	⅔	VS	ST	RD	ND	TH	°	S	AT	A	C	E	i
ASCII Code: Alt +	0169	0188	0189	0190	0223	0162	0163	0167	0182	0176	0170	0229				
Mac Keystroke: Option +	g				s	4	3	6	7	k	9	a	f	c	h	

USCORE SEH SEMI EXTENDED HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*() -_–

Special Characters	©	⅓	½	⅔	VS	ST	RD	ND	TH	°	S	AT	A	C	E	i
ASCII Code: Alt +	0169	0188	0189	0190	0223	0162	0163	0167	0182	0176	0170	0229				
Mac Keystroke: Option +	g				s	4	3	6	7	k	9	a	f	c	h	

USCORE SEK SEMI EXTENDED BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*() -_–

Special Characters	©	⅓	½	⅔	VS	ST	RD	ND	TH	°	S	AT	A	C	E	i
ASCII Code: Alt +	0169	0188	0189	0190	0223	0162	0163	0167	0182	0176	0170	0229				
Mac Keystroke: Option +	g				s	4	3	6	7	k	9	a	f	c	h	

USCORE

USCORE SCH SEMI CONDENSED HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*() -_-

Special Characters	©	⅓	½	⅔	vs	ST	RD	ND	TH	°	S	AT	A	C	E	i
ASCII Code: Alt +	0169	0188	0189	0190	0223	0162	0163	0167	0182	0176	0170	0229				
Mac Keystroke: Option +	g				s	4	3	6	7	k	9	a	f	c	h	

USCORE SCK SEMI CONDENSED BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*() -_-

Special Characters	©	⅓	½	⅔	vs	ST	RD	ND	TH	°	S	AT	A	C	E	i
ASCII Code: Alt +	0169	0188	0189	0190	0223	0162	0163	0167	0182	0176	0170	0229				
Mac Keystroke: Option +	g				s	4	3	6	7	k	9	a	f	c	h	

USCORE SET SEMI EXTENDED BLACK TIME (MONOSPACED NUMBER ONE FOR CLOCKS / TIME MEASUREMENT / STATS IN A COLUMN)

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*() -_-

Special Characters	©	⅓	½	⅔	vs	ST	RD	ND	TH	°	S	AT	A	C	E	i
ASCII Code: Alt +	0169	0188	0189	0190	0223	0162	0163	0167	0182	0176	0170	0229				
Mac Keystroke: Option +	g				s	4	3	6	7	k	9	a	f	c	h	

1	1:01
2	2:02
3	3:52
4	4:41
5	5:15
6	6:00
7	7:01
8	8:11
9	0:51

USERIF

The USERIF font system is used as a complement for USCORE in specific cases like BTN and FOX College Football. USERIF can be used for all on-air animation and insert production including IDs, Game Packages, and Promos. USERIF is primarily used as a titling or headline font.

USERIF RGD
USERIF RGH
USERIF RGK

USERIF SED
USERIF SEH
USERIF SEK

USERIF SCH
USERIF SCK

ON-AIR EXAMPLES

FOX COLLEGE FOOTBALL

BIG TEN

BIG TEN

USERIF

USERIF RGD REGULAR BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*() -_-

Special Characters	©	¼	½	¾	ß	¢	£	§	¶	°	ª	Å	ƒ	Ç	·	†
ASCII Code: Alt +	0169	0188	0189	0190	0223	0162	0163	0167	0182	0176	0170	0229				
Mac Keystroke: Option +	g				s	4v	3	6	7	k	9	a	f	c	h	

USERIF RGH REGULAR HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*() -_-

Special Characters	©	⅓	½	⅔	vs	st	rd	nd	th	°	ª	å	ƒ	ç	·	†
ASCII Code: Alt +	0169	0188	0189	0190	0223	0162	0163	0167	0182	0176	0170	0229				
Mac Keystroke: Option +	g				s	4	3	6	7	k	9	a	f	c	h	

USERIF RGK REGULAR BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*() -_-

Special Characters	©	⅓	½	⅔	vs	st	rd	nd	th	°	ª	å	ƒ	ç	·	†
ASCII Code: Alt +	0169	0188	0189	0190	0223	0162	0163	0167	0182	0176	0170	0229				
Mac Keystroke: Option +	g				s	4	3	6	7	k	9	a	f	c	h	

USERIF

USERIF SED SEMI EXTENDED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*() -_–

Special Characters	©	⅓	½	⅔	VS	ST	RD	ND	TH	°	a	å	ƒ	ç	·	†
ASCII Code: Alt +	0169	0188	0189	0190	0223	0162	0163	0167	0182	0176	0170	0229				
Mac Keystroke: Option +	g				s	4	3	6	7	k	9	a	f	c	h	

USERIF SEH SEMI EXTENDED HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*() -_–

Special Characters	©	⅓	½	⅔	VS	ST	RD	ND	TH	°	S	AT	A	C	E	i
ASCII Code: Alt +	0169	0188	0189	0190	0223	0162	0163	0167	0182	0176	0170	0229				
Mac Keystroke: Option +	g				s	4	3	6	7	k	9	a	f	c	h	

USERIF SEK SEMI EXTENDED BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*() -_–

Special Characters	©	⅓	½	⅔	VS	ST	RD	ND	TH	°	a	å	ƒ	ç	·	†
ASCII Code: Alt +	0169	0188	0189	0190	0223	0162	0163	0167	0182	0176	0170	0229				
Mac Keystroke: Option +	g				s	4	3	6	7	k	9	a	f	c	h	

USERIF

USERIF SCH SEMI CONDENSED HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*() -_-

Special Characters	©	⅓	½	⅔	vs	ST	RD	ND	TH	°	a	å	ƒ	ç	·	†
ASCII Code: Alt +	0169	0188	0189	0190	0223	0162	0163	0167	0182	0176	0170	0229				
Mac Keystroke: Option +	g				s	4	3	6	7	k	9	a	f	c	h	

USERIF SCK SEMI CONDENSED BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*() -_-

Special Characters	©	⅓	½	⅔	ß	¢	£	§	¶	°	a	å	ƒ	ç	·	†
ASCII Code: Alt +	0169	0188	0189	0190	0223	0162	0163	0167	0182	0176	0170	0229				
Mac Keystroke: Option +	g				s	4	3	6	7	k	9	a	f	c	h	

SYS TEXT

THE SYS FONT SERIES IS SECONDARY TO USCORE. IT WAS SPECIALLY DESIGNED TO BE LEGIBLE AT SMALL SIZES. AS A RESULT IT IS BEST SUITED FOR INFORMATION GRAPHICS SUCH AS THE TICKER, CONSTANT SCORE AND SECONDARY INFORMATION SUCH AS CLOCK AND QUARTER. SYS TEXT IS A VARIABLE WIDTH FONT THAT SHOULD BE USED FOR WORD AND PARAGRAPH INFORMATION.

SYS TIME

SYS TIME IS A MONOSPACED NUMBER VARIANT OF SYS TEXT. IT SHOULD BE USED IN ALL CLOCK OR ANIMATED COUNTING SITUATIONS TO PREVENT CHARACTERS FROM SHIFTING AS THE NUMBERS CHANGE.

ON-AIR EXAMPLE (NASCAR RUNNING ORDER)

ON-AIR EXAMPLE (FOX SPORTS TICKER)

SYS TEXT

SYS TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*() -_-

Special Characters	©	⅓	½	⅔	vs	ST	RD	ND	TH	°	S	AT	A	C	E	i
ASCII Code: Alt +	0169	0188	0189	0190	0223	0162	0163	0167	0182	0176	0170	0229				
Mac Keystroke: Option +	g				s	4	3	6	7	k	9	a	f	c	h	

SYS TIME

SYS TIME (MONOSPACED NUMBERS FOR CLOCKS / TIME MEASUREMENT / STATS IN A COLUMN)

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*() -_-

Special Characters	©	⅓	½	⅔	vs	ST	RD	ND	TH	°	S	AT	A	C	E	i
ASCII Code: Alt +	0169	0188	0189	0190	0223	0162	0163	0167	0182	0176	0170	0229				
Mac Keystroke: Option +	g				s	4	3	6	7	k	9	a	f	c	h	

1	1:01
2	2:02
3	3:52
4	4:41
5	5:15
6	6:00
7	7:01
8	8:11
9	0:51

8.0 SUPPORT

SUPPORT

For questions or requests please contact:

FOX SPORTS GRAPHICS

For a digital version of this brand guide visit:

www.foxsportsgraphics.com/2012/BrandGuide/

FOX SPORTS GRAPHICS